

How Golden is my Silence? The Effect of Companies' Communication of Customers' Data-Use and Handling in Product Presentation

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## **Abstract**

Due to the increasing relevance of data-disclosure and collection, customers' reaction on the communication of data-use and handling in product presentations is widely unknown. Hereby, our research refers to Information Processing Paradigm, manipulating service providers' communication of data-use and handling in context of smartphone (product) presentation. By conducting an online survey (N = 174), we identified an increase of customers' privacy concerns in presence of the communicated content, however, regarding customers' purchase intention and willingness to pay results show a divergency, as the first seems to increase, whereas the latter decreases. Moreover, customers' assessed (latent) risk of uncontrolled data-disclosure seems to